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ABSTRACT

This report details the current American Association of Community Colleges (AACC) projects, publications, and legislative activities. The report outlines six strategic action areas: (1) National and International Recognition and Advocacy for Community Colleges; (2) Learning and Accountability; (3) Leadership Development; (4) Economic and Workforce Development; (5) Connectedness across AACC Membership; and (6) International and Intercultural Education. Highlights of Area 1 include the intensive activities regarding the AACC Task Force on the Higher Education Act, and the production of several books focused on AACC priorities to be published by Community College Press. Highlights of Area 2 include the Lumina Foundation's $305,200 grant to AACC for examination of issues regarding access to baccalaureate education for community college students, and AACC's publication of "A Practical Guide for Integrating Civic Responsibility into the Curriculum." Highlights of Area 3 include the posting of the Leadership Task Force report, Leadership 2020, on the AACC Web site, and an update of the Contract and Compensation survey, which has had over 500 responses. Area 4 reports on the Nursing/Allied Health Initiative and college credentialing and skills certification practices developments. Area 5 addresses membership concerns, and Area 6 reports on issues such as the pursuit of partnerships with the Peace Corps and the publication of the International Student Study Guide. (NB)

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August 2002 Report from George Boggs to the AACC Board of Directors

George Boggs, CEO
American Association of Community Colleges (AACC)

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President's Report to the Board of Directors

November 2002

I am pleased to report that following our office renovation project, we are rapidly getting back up to speed with a much better and more efficient work environment for employees and a more attractive facility for visiting members and dignitaries. I appreciate the staff's patience and tolerance for disruption during the renovation project. Every employee was displaced from his or her office for a period of a few days to several weeks. Computer access and telephone lines were affected, and the process temporarily slowed the work of the Association.

Strategic Action Area I: National and International Recognition and Advocacy for Community Colleges

1. Intensive preparations related to the Higher Education Act continue. At the November Board meeting, final recommendations from the AACC Task Force on the Higher Education Act (HEA) reauthorization will be considered. This position will also be reflected in recommendations to be submitted to the House Committee on Education and the Workforce by December 30. AACC will make its position known to the field well before December so that campuses can help reinforce AACC's views. AACC is also involved in developing the higher education "community" reauthorization position, under the auspices of the American Council on Education. David Baime chairs one of four panels convened by ACE.

2. Work proceeds on the Carl Perkins Act and Workforce Investment Act reauthorizations. Task Force recommendations will also be presented to the Board at the November meeting. AACC continues to work closely with ED and DOL staff in these areas, as well as with the major Washington advocacy groups interested in these laws. In some areas, AACC's positions are likely to diverge both from ED's and from those of other interest groups. The goal, as always, is to make these laws work better for our member institutions.

3. Efforts to extend the nation's welfare law are sputtering along, and AACC is deeply engaged in the process. One possible outcome is for a relatively simple extension of current law for as long as three years. AACC is working against this approach and has written to key contacts on Capitol Hill to state its objections. AACC believes that current law must be altered to provide greater education and training opportunities to welfare recipients.

4. The caliber of presenters at the October DC Institute underscores AACC's connections at the highest levels of government. Presenters included the number two and number three ranking officials at the U.S. Department of Education, as well as three assistant secretaries and four Members of Congress.

5. Despite the loss of the editor for *Community College Press*, the Communications Office is proceeding with production of several books focused on AACC priorities. *The CEO Contract*, written by Desna Wallin, is in final editing and design stages; the *Leadership Strategies* manuscript; and a book that will highlight outstanding teaching strategies, by Suanne and John Roueche, are nearing completion. All are planned to premiere at the April convention.

6. AACC is discussing with the Department of Education's Educational Partnerships for Family Involvement Office collaboration to make teachers and colleges better aware of the wide range of free instructional support materials available through the Department. Norma Kent met with Director Menahem Herman recently to advance this effort.

7. As a key component of the Nursing/Allied Health Initiative, AACC is proceeding with development of a PSA series to highlight the importance of AD Nursing and to encourage recruitment into these programs. The launch of the PSAs is targeted for the post-holiday timeframe when media frequently focus on health issues and placement availabilities are most favorable. Norma Kent is the point person on the creative and production side, and will work with AACC's new Director for Health Care Professions, Roxanne Fulcher, on content.

8. AACC is also participating in a national radio Consumer Issues series that will be distributed to approximately 1,000 radio stations across the United States. Scheduled to air in the post-holiday timeframe, the 60-second spot will be designed to dovetail with distribution of television PSAs to promote health care occupations for which community colleges provide the bulk of the training.

9. WGBH Educational Foundation has contracted with AACC to support the development and dissemination of a new video series that will illustrate the range of science, math, engineering, and technology programs available to students of all ages in community colleges. The series is aimed at students, parents, counselors, and others who influence college-going decisions. Lynn Barnett is AACC lead for the project, and Norma Kent will work with WGBH staff to market and publicize the five-part video series.

10. Norma Kent represented AACC at an October conference sponsored by Civic Ventures to develop an action agenda to promote learning and engagement opportunities for senior citizens. Civic Ventures is working with a variety of non-profit service providers to promote the concept of "life option centers," a one-stop approach to serving the growing senior market. Representatives from Central Florida, Kingsborough, and Portland community colleges also participated.

Strategic Action Area II: Learning and Accountability

1. AACC, the Association of Community College Trustees (ACCT), and the American Association of Colleges of Teacher Education (AACTE) co-sponsored an invitational conference on teacher preparation October 28-29 at the Wingspread Conference Center in Racine, Wisconsin. Topics included the status of teacher education and the collaborative

role that community colleges and four-year colleges and universities can play to meet pressing national needs. Small working groups of representatives from the two higher education sectors and other national organizations (e.g., National Governors Association, unions, accrediting agencies) discussed current challenges, examined existing models, and made recommendations for improved collaboration. A resulting publication issued by the three associations will feature recommendations to educators, policymakers, and other leaders. Lynn Barnett worked with staff at ACCT and AACTE to plan the conference.

2. The Lumina Foundation has awarded AACC a 15-month grant of $305,200 to examine issues regarding access to baccalaureate level education for community college students. The American Association of State Colleges and Universities (AASCU) is a partner in the project. This project follows a roundtable held in Memphis in December 2001. The project's main activities are a Web-based survey of existing policies and practices that hinder or promote transfer, an invitational conference to discuss policies and strategies, a joint publication with recommendations on ways to improve access, and an outreach program to disseminate findings through presentations and a Web-based "state meeting in a box" planning kit. The project began October 1, 2002. Lynn Barnett is the lead on this project, with support from Margaret Rivera, Norma Kent, and Mary Ann Settlemire.

3. Following almost a year of collaboration between AACC and the Jack Kent Cooke Foundation, the Foundation last month announced that 39 scholarships of close to $30,000 each have been awarded to community college transfer students. Norma Kent is working with the Foundation to publicize the awards and to plan a press event in early January to spotlight the awardees. Profiles of scholarship winners are featured on the AACC Web site.

4. Norma Kent and Gail Hofman met recently with representatives of the Coca-Cola Scholars Foundation in Atlanta to discuss continued sponsorship of AACC's New Century Scholars program, which awards $2,000 scholarships to the top academic student in each of the 50 states and Puerto Rico.

5. AACC's SBC Excelerator project is running smoothly after its kickoff conference in August. Two of the six participating colleges were represented at the premiere national conference of the Rural Community College Alliance in October. Lynn Barnett heads up this one-year project to provide technology training to people affected by the digital divide.

6. Ellen Hause is concluding work on a report of the cybersecurity workshop held in conjunction with the NSF in June. The report, to be available in November, will be widely distributed by the NSF.

7. With support of the AACC Horizons service-learning grant from the Corporation for National Service, AACC has published a highly anticipated and well-received book, *A Practical Guide for Integrating Civic Responsibility into the Curriculum.* Gail Robinson, co-editor, is co-presenting training workshops across the country that are based on the book.

8. Lynn Barnett represented AACC at the Education Commission of the States' PT3 State Summit on teacher preparation in Colorado Springs. AACC is a partner in this ED-funded initiative. The meeting explored the ways that three states funded by the ECS grant (Texas, Nevada, Illinois) and two additional states (Florida, Maryland) are addressing policy issues that affect the ways community colleges can provide teacher preparation or alternative avenues to certification.

9. AACC and its partner, the National Workforce Center for Emerging Technologies at Bellevue Community Colleges, launched the second phase of the Microsoft-supported Working Connections program: The IT Faculty Development Institute. Texas and Washington held the first state institutes for community college IT faculty in July. Eight additional states, expected to be named by December, will offer additional institutes in summer 2003. Additional funding is being sought for training in other states beginning in 2004. Lynn Barnett is the lead on this project.

10. For the ninth consecutive year, AACC and the National Science Foundation, have co-sponsored the Advanced Technological Education (ATE) Principal Investigators National Conference. This year the number of attendees topped 600. A highlight of the annual invitational conference (ATE grantees) was three-part "showcase" sessions in which up to 150 colleges exhibited materials and equipment produced by their ATE grants. Ellen Hause manages this event.

Strategic Action Area III: Leadership Development

1. The Kellogg Foundation has expressed interest in funding a major, multi-year initiative whose primary focus would be leadership development. Planning is under way for the development of a proposal. Lynn Barnett and Margaret Rivera are the point people for this effort.

2. AACC is working with consultant Dan Moriarty and sponsor SCT to develop an expanded New CEO Workshop that will be held in conjunction with the April convention in Dallas.

3. AACC received two responses to its RFP to coordinate a new job fair that will be held during the April convention in Dallas. The two responders were The Community College Foundation and A2 Associates, both based in California. Following staff evaluation of the competitive proposals, A2 Associates has been selected to manage this new venture.

4. At the August Board meeting, the results of the Leadership Task Force were distributed for review and comment. Relatively few changes were suggested for the Task Force Report, *Leadership 2020*. Those changes have been made to the document, which is now posted on the AACC Web site.

Chair Pam Fisher made some modifications to the second document, "Characteristics of an Effective Community College President," which was then reviewed by the Board. The document has now been copy-edited and will be presented for final approval at the November meeting.

5. Three companies responded to our interest in developing a contract to begin an AACC search service for administrators below the CEO level. The respondents are Community College Search Services, headed by Al Fernandez in Ventura, California; Academic Search Consultation Services, headed by Ann Die in Washington, D.C.; and Baker Parker, headed by Daniel Parker, Sr., in Atlanta, Georgia. Evaluations of the proposals are continuing.

6. ACCT pilot-tested a Leadership Institute in conjunction with its Philadelphia convention. The participants attended pre-convention sessions and specific convention sessions focused on preparing for CEO candidacy and working with Boards. I have had preliminary discussions with Ray Taylor and Narcisa Polonio about a potential joint venture with ACCT to develop similar "classes" to be instituted during the NLS and the AACC convention and with a focus on legislative advocacy and governance. The ACCT pilot was very well received at the September convention. Margaret Rivera and Desna Wallin will assist with implementation of this project.

7. Subsequent to the July meeting with representatives from the League for Innovation in the Community College, Mark Milliron and I have had time for only two brief telephone conversations. We hope to follow up on a paper explaining the missions of the two organizations, a potential leadership development venture, and a possible scholarship endowment campaign.

8. With over 500 responses to the Contract and Compensation survey, we are moving forward with analysis of the compensation portion. Since the majority of responders did include college information, the data will be looked at by size of college and by region. Look for a Research Brief containing this information early in 2003.

9. Two other Research Briefs are in progress, "The State of Post-Tenure and Long-Term Faculty Evaluation" by Hans Andrews, and "The Institutional Context for Community College Administration" by Marilyn Amey and Kim VanDerLinden. Both Briefs should be available later this fall.

Strategic Action Area IV: Economic and Workforce Development

1. To date, over 310 colleges have contributed approximately $273,000 for the Nursing/Allied Health Initiative. Close to 50 percent of the contributing colleges have enrollments of less than 3,500, about 25 percent have enrollments between 3,500 and 7,500, and 24 percent have enrollments greater than 7,500. Six State Directors have sent checks. Several college presidents have written to say that they are contributing despite facing severe budget cuts because they believe in the importance of the initiative; others have written to say they cannot contribute because of the current fiscal climate or because they do not have nursing programs. The majority of colleges have been highly supportive of this initiative regardless of participation status.

Since we are still short of our target income of $397,000 for the first year, I have made reductions in the initiative's budget. The selection of Roxanne Fulcher, new Director for

Health Care Professions, has been the first priority of the initiative. Roxanne reported for duty on November 1.

2. AACC is actively engaged in a series of key activities spearheaded by Jim McKenney to support the credentialing recommendations approved by the Board in April. Specifically, the Association is participating in two Department of Education grants—the Community College/Labor Market Responsiveness Initiative and the Performance Measurement Initiative. Both initiatives relate to funding, data collection, and financial assistance activities to support this issue.

3. The Association is collaborating with the National Council on Continuing Education and Training (NCCET) and the National Council on Workforce Education (NCWE) to recognize, disseminate, and advance best practices in college credentialing and skills certification. Both councils agreed to focus on recommendations included in the AACC resolution and will recruit committee members to work on action steps at their respective board meetings. Organizational representatives will meet at AACC's 2003 Workforce Development Institute and report to the Commission on Workforce and Economic Development in April.

4. AACC has had a series of meetings with Department of Labor officials regarding development of industry sector meetings to develop curricula to meet workforce needs. Further developments await approval of the strategic plan for this initiative.

5. Negotiations are under way to promote use of community colleges to extend education and credentialing through collaboration with the Homebuilders Institute, NASA, and the Air-Conditioning & Refrigeration Institute respectively. AACC is also a partner with the League for Innovation in a College and Career Transitions Initiative funded by the Department of Education to focus attention on credentials in Information Technology, Health, and Teaching Career clusters.

Strategic Action Area V: Connectedness Across AACC Membership

1. AACC's Founders' Circle Endowment has received in excess of $100,000 in pledges, with cash gifts of over $30,000. The Communications Office is planning a series outreach activities for late fall, including ads in the *Community College Times*, and is proceeding with development of a permanent recognition display for AACC headquarters.

2. Dues notices for 2003 AACC Membership were mailed mid-September. As in previous years, we began receiving dues from colleges almost immediately. Although it is really too early to judge, dues appear to be coming in slightly slower than previous years. We will keep the Board apprised.

3. In mid-September Community College Update notices were mailed to all community college institutions. These are the notices requesting updated information about the 17 chief administrators at the colleges that AACC tracks and publishes via the Membership Directory. Future plans are to handle this process online through the AACC Web site.

4. The AACC Web site continues to receive close to 2,500 visitors each day. We are seeing an increase in the number of return visitors and in the length of stay and number of pages looked at by visitors. In 2003 we are hoping to add a Members Only section. One of the most important parts of this section will be an electronic Membership Directory containing the same type of information currently available in the printed version. This will allow members (only) to search for colleagues electronically and to e-mail them directly through the OnLine Directory.

Strategic Action Area VI: International and Intercultural Education

1. To date, 16 colleges have signed up for the November 8-24 international student recruitment fairs in Asia. Eight colleges will send materials to display in the AACC booth as an alternative to sending a representative. Several presidents have told me they want to participate in these "community college only" recruitment fairs but felt they had to decline because of the current fiscal environment.

2. Jim McKenney, Judy Irwin, and I met with Joan Claffey from the Association Liaison Office (ALO) regarding the conclusion of our contract with ALO. We also discussed future collaborative projects which might include developing resources to help our member colleges become more successful in competing for grants from USAID, developing community college systems in other countries, and translating AACC resource materials into foreign languages.

3. We have had several telephone conference calls with the British Council to discuss the next steps in our relationship. The discussions focused on partnership activities to enhance leadership development opportunities and will be followed by a future meeting to further explore options for collaboration.

4. Judy Irwin, Jim McKenney, and I met in September with representatives from Thailand's Ministry of Health. Thailand is developing a system of over 20 community colleges, and these representatives were very interested in how the community colleges might be utilized to prepare high-quality health care workers in that country.

5. AACC continues to pursue a mutually beneficial partnership with the Peace Corps, following our September meeting with the organization's director, Gaddi Vasquez (who happens to be a community college graduate). President Bush has set a goal to double the number of participants in the Peace Corps, and Vasquez is interested in establishing a relationship with community colleges. Peace Corps officials will be working with AACC to better acquaint Peace Corps staff about the assets of community college graduates and their potential as members of the Corps. Revitalization of the Corps may be slowed by the Administration's preoccupation with Homeland Security and other budget priorities.

6. The *International Student Study Guide* has been published and will be distributed to the top 25 locations from which students originate, specifically to Overseas Educational Advising Centers, Fulbright Offices, U.S. Embassies, and top high schools within each country.

7. The International Student Web site will be launched in late fall at www.cc-usa.org. The site includes 40 community colleges, and we anticipate that it will grow to over 100 within the next several months.

8. Jim McKenney and Judy Irwin met with the Academy for Educational Development (AED) to establish a partnership between AED and AACC on the Library of Congress Open World Program. This program enables Russian elected officials and emerging political and civic leaders to spend eight days in a local community to observe the American democratic system firsthand.

9. AACC is collaborating with Global Interactions, a non-profit organization with a 17-year history of facilitating international professional meetings and exchanges, to hold a China-U.S. Conference on Community Colleges in Beijing, June 24-27, 2003. I am scheduled to give the keynote address at the conference.

A U.S. steering committee, headed by Maricopa CCD Chancellor Emeritus Paul Elsner, has established (with agreement from a counterpart committee in China) that the major topics of the conference will include: Economic Development; Technology Transformation; Community Building; Faculty, Administrative and Staff Development; and College Governance, Policies, Organization, and Accreditation.

10. The American Council on International and Intercultural Education produced a limited number of copies of the report "The Intercultural Connection: Global Education in Community Colleges." The report is based on dialogue that took place at a gathering of community colleges and business leaders convened by the Stanley Foundation in March.

11. Judy Irwin and I hope to meet in mid-November with Patricia Harrison, Assistant Secretary for Educational and Cultural Affairs, U.S. Department of State, about visa issues of importance to our colleges.

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